



# Dunelm opt for triple resiliency with Mobius Networks

Dunelm have been leading the way in developing a sophisticated building management system for their stores. This increase in efficiency helped cut costs but meant that the connection between the Head Office and their stores was used for everything – phones, payment even the music streamed to the customers.

Recognising the importance of communications, Dunelm developed a dual fixed line solution. However this more than doubles the costs of the primary connection as the fixed line provider has to provide extra cabling from a more distant location and has to ensure that there are no common parts in the circuit. This can make delivery difficult and time consuming. Even then, it is likely that a major failure will still take out both parts of the connectivity. A mobile solution would have the advantage in that it would have no common points with the fixed line system but mobile can still be unreliable.

Dunelm knew that Mobius delivered high quality airtime for payments and site management but could it cope with the data throughput and would the costs add up?

Mobius worked in tandem with Dunelm and Adey Electronics to implement Mobius' unique Dual SIM System. This takes advantage of the very high throughput of Three Wholesale and Vodafone 4G combined per location with a secure private network. This unique triple resilience offering makes for a robust connection at a cost effective rate.

Dunelm wanted to go one step further. Although all parties were comfortable that mobile could act as back-up, Dunelm were keen to run a Pilot to see if mobile could be used as Primary. If so then this would make new store openings much more flexible. The only way to find out was to do it but overage costs on a SIM normally kill such a project. Mobius agreed to support Dunelm with a no overage model for a 6 month period to support the Pilot.

The Mobius Advanced LTE Proof (ALPs) platform worked so well that it supported all of the stores full services without compromise. The fixed line was finally installed and the mobile dropped back into its role as secondary without any changes being required to the set up or to the tariff.

Savings are always difficult to quantify but, Dunelm estimate that the savings in avoiding a sub-optimal second fixed line to every store mean, that their mobile solution is around 1/6th of the initial anticipated cost of the all fixed line back up plan.

## THE CHALLENGE

Dunelm needed to make their communications to their stores even more reliable but needed to cut costs at the same time. Mobile held the promise of cutting costs. There was though, still a question of could mobile be made reliable and could it meet the demands of a modern, complex retail store?

## THE SOLUTION

Mobius built a secure private network over mobile. The connection included a tariff package that supported aggregation and advance purchased pooled data. The Mobius 'IoT' always on profile on Three and Vodafone means no chokes or fair usage policy, so throughput is always the best it can be.

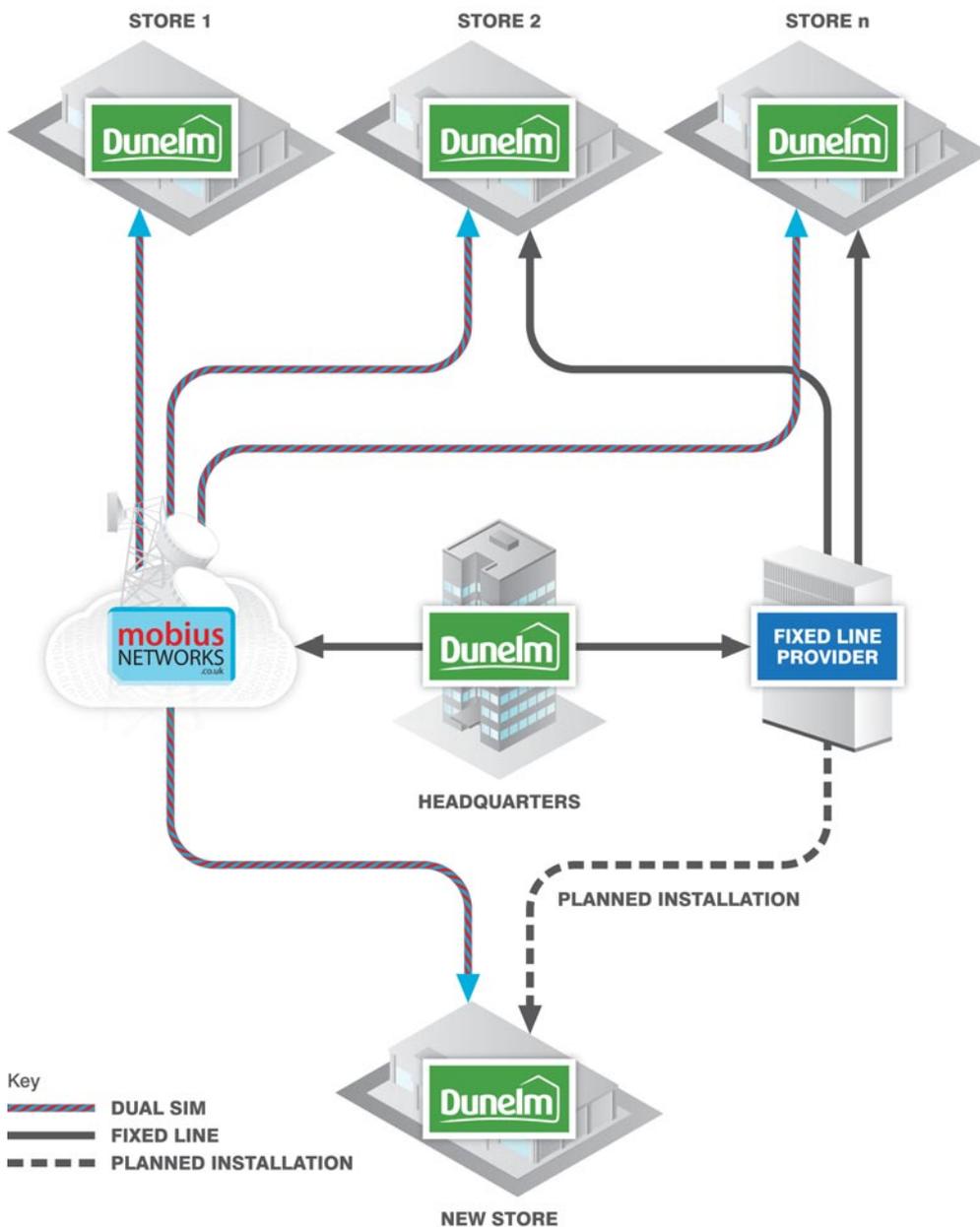
## THE BENEFITS

Mobile means that there is no common point of failure between the three data paths thus offering complete media resilience.

The costs of implementation are a lot lower. The same infrastructure can be used to support a new store opening and then form a backup system.

The high throughput meant that stores could function the same way either running over fixed line or mobile. Costs are effectively controlled.





About Dunelm: Dunelm is the UK's No. 1 Homewares retailer offering over 26,000 quality products across more than 28 different departments.

About Adey Electronics: Adey Electronics design solutions and supply products for 'IoT' communications (M2M) across the UK.

## THE PROCESS

Dunelm had identified that mobile could be a viable alternative to offer media resilience to their stores. Using Dunelm's in house expertise and drawing on Mobius for their knowledge of building reliable always up networks and Adey Electronics for their specialist skills in robust hardware, a series of tests and pilots were then rolled out to see how the system would perform in the exacting real world of Retail. The results were very promising.

The pilot stage proved that stores could run on mobile with the same end user experience as fixed line. That costs could be controlled and that supporting new store opens was a practical possibility.

After some lessons were applied a full roll out was green lighted by Dunelm and the system was rolled out over 150 stores.

To take advantage of the flexibility of the Adey hardware, a further upgrade has since been added where the system combines Vodafone and Three on the same site. This means that there is in effect three systems protecting every store – Fixed line, Vodafone 'IoT' and Three Wholesale. Making each store more robust than before but still offering significant savings on monthly operating costs.

By working in partnership the three companies built a system that incorporated the right hardware, right configuration.

For more information about how Vodafone, Three Wholesale and Mobius can cut costs and improve services

[www.mobiusnetworks.co.uk](http://www.mobiusnetworks.co.uk)



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